

**LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY**

Item No. 5
Mtg. Date June 21, 2016
Dept. Development Services

Item Title: **[Downtown Village Specific Plan Expansion (DVSPE) Program Overview and Public Outreach Strategy Summary]**

Staff Contact: [David De Vries, Development Services Director]

Recommendation:

Provide feedback to staff and consultants regarding the DVSPE Program and public outreach strategy.

Item Summary:

[The City received a *TransNet* Smart Growth Incentive Program Grant for the Downtown Village Specific Plan Expansion (DVSPE) project. The City executed a grant agreement with SANDAG in November 2015 and contracted with Rick Engineering in January 2016 to prepare the DVSPE. The first two phases of the project include: (1) the preparation of a baseline report that analyzes existing physical, regulatory, and economic conditions, and (2) the implementation of a public outreach strategy. The draft public outreach program includes surveys to business and property owners and stakeholders, two community workshops and a City Council workshop, and pop-up events and general noticing/marketing to promote the workshops. The goal of the draft outreach program is to inform, listen to, and obtain support from stakeholders as it relates to the development of the DVSPE. A detailed draft public outreach strategy (**Attachment C**) including a timeline and next steps is provided. The public outreach program will be revised based upon feedback provided by the City Council and commence after receiving Council direction. The approved scope of work (**Attachment A**) and a map of the study area (**Attachment B**) are provided for convenience. The approved scope of work is a guide and changes are permissible in the contract.]

Fiscal Impact:

[No fiscal impact.]

Environmental Review:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Not subject to review | <input type="checkbox"/> Negative Declaration |
| <input type="checkbox"/> Categorical Exemption, Section 15301 | <input type="checkbox"/> Mitigated Negative Declaration |

Public Information:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> None | <input type="checkbox"/> Newsletter article | <input type="checkbox"/> Notice to property owners within 300 ft. |
| <input type="checkbox"/> Notice published in local newspaper | <input type="checkbox"/> Neighborhood meeting | |

Attachments:

- A. Approved DVSPE Scope of Work
- B. Study Area Map
- C. Draft Public Outreach Strategy

[APPROVED DOWNTOWN VILLAGE SPECIFIC PLAN EXPANSION (DVSPE) SCOPE OF WORK (PROFESSIONAL SERVICES AGREEMENT WITH RICK ENGINEERING ADOPTED JANUARY 5, 2016)]



LEMON GROVE DOWNTOWN VILLAGE SPECIFIC PLAN UPDATE – WORK PLAN

The RICK team proposes five phases to comprehensively update the City of Lemon Grove's Downtown Village Specific Plan (DVSP). The study area for this effort will include the original plan area and proposed expansion. The RICK team's approach includes: Phase 1 – Community Outreach Program; Phase 2 – Prepare Baseline Opportunities and Constraints Analysis and Technical Studies; Phase 3 – Prepare Draft Specific Plan Update; Phase 4 – Prepare Environmental Document; and Phase 5 – Adopt Final Specific Plan and MND. Throughout the entire process, special attention will be given to economically feasible and market-driven approaches to realize the City's vision for the area.

The RICK Project Team:

- Prime: RICK Community Planning and Sustainable Development Division
 - Brian Mooney, AICP – Principal-in-Charge
 - Russ Hunt, PLA – Project Manager
 - Martin Flores, PLA – Urban Design Lead
 - Suchi Mukherjee – Associate Community Planner
 - Marcus Bush – Community Planner
 - Mike While, PE, LEED AP – Civil Engineer
 - Kevin Henn – Landscape Architect
 - Mark Jugar, PT, TE, PTOE – Traffic Engineer
 - Josiah Shultz, PE – Traffic Engineer
 - Mario Terrazas – GIS Specialist
- Economic Sub-consultant: Keyser Marston Associates
 - Paul Marra
 - Michael Tactay
- Public Outreach & Policy Sub-consultant: Circulate San Diego
 - Brian Gaze, AICP
 - Kathleen Ferrier, AICP

Phase 1: Community Outreach Program

The RICK team will review the feedback generated through the City's recent planning efforts, such as the Health and Wellness Element and Connect Main Street projects. RICK will also consider input from the General Plan Update that is currently underway. The team will build upon these planning efforts and tailor an outreach program focused on the downtown study area. The RICK team will lead the facilitation of the following:

- Meetings of the Citizen Steering Committee (4 total), possibly using the City's existing General Plan Citizen Steering Committee membership;
- Interviews with Businesses
- Potential Tactical Urban Venture
- Social media and web communication; and
- Public workshops (2 total).

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Attachment A



Public Workshop #1 will be structured as a community forum that will serve to: (1) introduce this specific planning effort to the public, (2) present the initial findings of the Baseline Opportunities and Constraints Analysis, as described below, and (3) gain a deeper understanding of key community concerns with a focus on economic issues. The RICK team will present the Baseline Opportunities and Constraints Analysis and solicit input on potential refinements and other key community concerns.

Public Workshop #2/City Council Workshop will be structured as an open house that will provide information on three suggested alternatives for the specific plan update. This workshop will integrate the involvement of the City Council. The RICK team will provide graphics and staff station areas on key topics related economic and retail opportunities, circulation, built form, etc. This workshop will provide opportunities for members of the public and City Council to interact with the team to understand the potential impacts of each alternative. Input from this workshop will be used to shape the preferred planning program.

RICK will work with City staff to target the involvement of key stakeholders in the business community, such as the San Diego East County Chamber of Commerce, existing business owners in the study area, and elected officials.

Circulate San Diego will also support the public outreach program and provide input on mechanisms for effective stakeholder involvement. Circulate San Diego will review and comment on policy recommendations included in the draft document.

Deliverables:

- 4 Citizen Steering Committee agendas and meeting summaries;
- Social media and website materials;
- 2 public workshops and associated materials; and
- Memo summarizing major findings.

Phase 2: Prepare Baseline Opportunities and Constraints Analysis and Technical Studies

The RICK team will assemble a comprehensive inventory of the existing conditions – including physical, regulatory, and economic – in the study area. Areas of study include, but are not limited to:

- Policy and design guidelines from existing plans and planning efforts, including the current DVSP, General Plan and its associated update, Bicycle Master Plan, SANDAG Smart Growth Toolbox;
- Existing land uses and parcelization;
- Existing visual character of buildings and the overall built environment;
- Circulation related to transit, bicycle and pedestrian movement, and vehicular traffic;
- Physical infrastructure conditions, including storm drainage, sewer, water, and other utilities;
- Environmental issues, including natural features and historic resources;
- On-street and off-street parking;
- Public input received by the City during previous and concurrent planning efforts, including the General Plan Update; and

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- Economic and market conditions.

A series of technical studies will be prepared to support the planning effort. These studies include:

- A mobility analysis that will address existing conditions through a comprehensive traffic impact analysis and also examine potential alternatives for movement along and parallel to Broadway. This analysis will also review potential road diet candidacy for Broadway.
- An analysis of existing market conditions and an evaluation of potential economic opportunities for development projects, including residential, retail, office, and hotel uses. Using market data and interviews with key property owners and sales/leasing agents, Keyser Marston from the RICK team will review prevailing market trends, including: occupancy, absorption, rents/prices, and land values. The information gathered will be used to evaluate the current land use mix within the planning area, identify key market strengths and weaknesses, and identify opportunities and constraints for attracting high-quality residential, retail, office, and hotel uses and, overall, higher-wage employment opportunities.
- A review of existing physical infrastructure, including dry and wet utilities.

After evaluating the existing conditions, the RICK team will assess components of existing plans and polices, including the original DVSP, which have provided positive results and should be retained. The team will also recommend those that should be revised or eliminated. A major focus of this effort will be to evaluate the economic feasibility developing the plan area with desired uses.

Key findings from the Baseline Opportunities and Constraints Analysis (Baseline Report) will be summarized and presented at Public Workshop #1, as described above. The Baseline Report will be refined from the public input received and inform the recommended alternatives for the planning program.

Deliverables:

- Baseline Report with technical studies.

Phase 3: Prepare Draft Specific Plan Update

Using information from the Baseline Report, which will be refined based on public outreach received from Public Workshop #1, the RICK team will develop alternatives for the preparation of a planning program. The RICK team will evaluate the ability of form-based code and/or other design standards to achieve the City's desired vision for the area and provide a variety of economic opportunities. The RICK team will assess the effectiveness of alternatives to:

- Create a walkable, pedestrian-oriented downtown environment;
- Provide adequate pedestrian and bicycle access and linkages between desired areas;
- Incentivize mixed use development opportunities;
- Maximize opportunities to develop an "architecturally distinct street wall" along Broadway;

Attachment A



- Activate ground floor uses;
- Leverage niche retail opportunities;
- Guide any necessary streetscape improvements, such as pop-outs, streetscape furniture, street trees, lighting, etc., within the plan area that reinforce the desired community character;
- Provide a framework for an in-lieu parking program to satisfy on-site parking requirements; and
- Provide a framework for economic development incentives, such as infrastructure provision for new residential, retail, office, and hotel development.

The RICK team will consider economically feasible and market-driven approaches to foster a walkable, pedestrian-oriented community with mixed-use development opportunities that are consistent with the City's vision for the area. The team will focus on potential development opportunities of both publicly and privately-owned underutilized parcels. Three alternatives will be presented for public input at Public Workshop #2/City Council Workshop, as described above.

After public input has been received, the RICK team will develop a preferred planning program and update the specific plan. The updated specific plan will consist of the following chapters: Introduction; Existing Conditions; Vision/Framework; Land Use Plan; Planning Districts and Regulations; Mobility, Public Signage, and Parking; Infrastructure; Implementation Plan; and other topics that are determined to be necessary.

Deliverables:

- 5 hard copies and 1 electronic (reproducible) copy of the draft preferred planning program.

Phase 4: Prepare Environmental Document

Based on the preferred planning program, the RICK team will prepare and circulate the environmental initial study, assumed to be a mitigated negative declaration (MND). The RICK team does not anticipate any new technical studies other than traffic. It is anticipated that City staff will be responsible for noticing including, Notice of Availability, Notice of Completion, and Notice of Public Hearing. If an Environmental Impact Report (EIR) is required, additional funding will be necessary.

Deliverables:

- 2 hard copies and 1 electronic (reproducible) copy of the environmental document, assumed to be an MND.

Phase 5: Adopt Final Specific Plan and MND

The RICK team will participate in the preparation for and attend necessary public hearings, assumed to include one City Council meeting. The RICK team will assist City staff as necessary with preparing findings and providing supporting items needed for staff reports.

Deliverables:

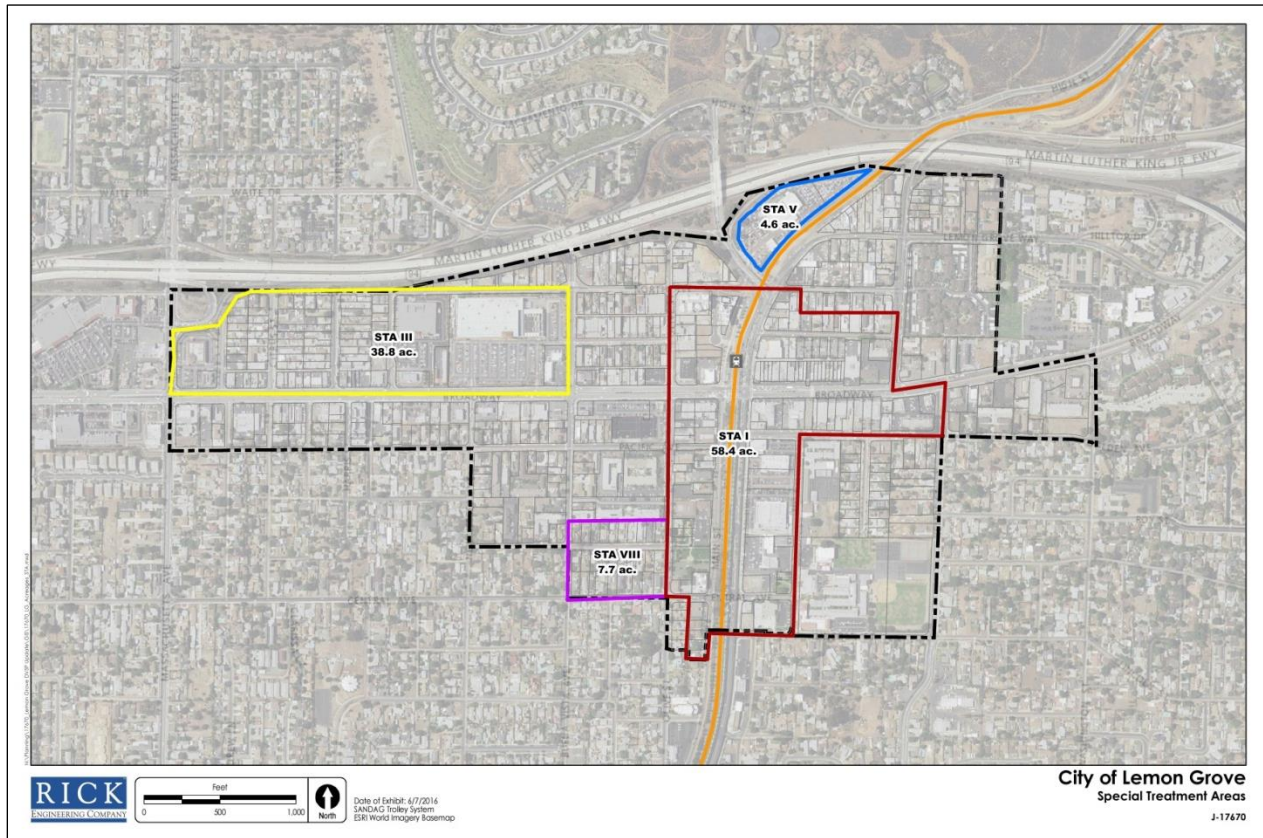
- Participation & attendance at 1 City Council meeting.

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Attachment B

DOWNTOWN VILLAGE SPECIFIC PLAN EXPANSION (DVSPE) - STUDY AREA MAP



*Dashed lines denote the Study Area and the solid lines denote existing Special Treatment Areas of the adopted General Plan within the Study Area

DOWNTOWN VILLAGE SPECIFIC PLAN EXPANSION - DRAFT PUBLIC OUTREACH PLAN



Proposed Public Outreach Strategy for the Lemon Grove Downtown Village Specific Plan Expansion (DVSPE)

Overview

The overarching goal of the Public Outreach Strategy for the City of Lemon Grove's Downtown Village Specific Plan Expansion (DVSPE) is two-fold: (1) to engage a diverse group of stakeholders, including residents, business and property owners, and community organizations, in the plan development process, and (2) generate ideas, support, and momentum for plan implementation.

The RICK team, in association with Circulate San Diego and Keyser Marston, proposes the following Public Outreach Plan that will serve to:

- Inform the City Council and the community about the DVSPE and how it fits into the framework of the forthcoming General Plan update;
- Listen and gather feedback and ideas from the community that will help develop the DVSPE, including the preferred vision, land use scenario, supportive goals and policies, design guidelines, etc.; and
- Generate support for the DVSPE and plan implementation.

Key elements of the Public Outreach Strategy include:

- Part I: Property/Business Stakeholder Outreach;
- Part II: Surveys;
- Part III: Pop-Up Events;
- Part IV: Noticing/Marketing Collateral; and
- Part VI: Public Workshops and Meetings.

A stakeholder list will identify key community groups to be targeted through outreach/advertising procedures and will be continually updated throughout the project. The list will build upon the network of stakeholders that has already been established through previous projects or initiatives, including the General Plan Update and 2014 Health and Wellness Element, and incorporate individuals, businesses, and property owners specifically within the DVSPE study area.

RICK will coordinate materials for the AB 52 tribal notification process.

The adoption for the updated DVSPE is anticipated to take place by June 2017. The City Council will have a separate workshop. The DVSPE approval process will include an environmental review element and conclude with a City Council hearing.

Attachment C

Part I: Business/Property Owner Stakeholder Outreach

To make the revitalization of Downtown Lemon Grove a reality, the RICK Team understands that participation from the business community and property owners will be essential to inform appropriate implementation measures. To foster the ideal economic conditions for the desired future types of uses identified through the plan development process (such as dining, office space, an arts district, market-rate housing, etc.) the RICK Team will coordinate input from the business community through the following activities:

Business Survey (July 2016-September 2016)

The Project Team will coordinate with the City of Lemon Grove to identify and invite relevant businesses from the City's business license list to participate in an online survey. Questions will be developed with input from Keyser Marston Associates. Example questions may include: What type of business do you own (auto repair, restaurant, retail shop, etc.)? Do you own or rent your business space? What attracted you to do business in the City of Lemon Grove? What are challenges of doing business in Lemon Grove? Do you have any input on possible improvements in the Downtown area that could be beneficial to your business? These questions will be refined with input from City staff. Circulate San Diego and RICK will canvass the Broadway area to inform businesses about the survey and provide a leave-behind explaining the DVSPE. Input will be presented at Workshop #2 and used to develop conceptual land use scenarios and proposed capital improvements.

Coordination with Business Stakeholders (July 2016-September 2016)

To receive input from the broader East County business community, the Project Team will invite the East County Chamber of Commerce (ECCC) and East County Economic Development Council (ECEDC) to participate in the DVSPE. The Project Team will plan to attend and present at a regularly scheduled ECCC and/or ECEDC meeting to provide background information on the effort, gather initial comments, and invite members to participate in workshops and outreach events.

Coordination with Property Owners (July 2016-September 2016)

To identify appropriate incentives for redevelopment, tools to notify and engage property owners in the DVSPE process will be developed. These can include: direct mailings notifying them of the DVSPE process and workshops; an online survey that gauges property owner interest in hypothetical redevelopment scenarios; individual meetings with interested property owners who may own key properties that could serve as catalyst project opportunities.

Part II: Surveys

Potential survey questions have been drafted and will be refined with input from City staff prior to finalizing. At this time, the following surveys are envisioned:

- ***Business Survey (soliciting input between July – September)***. Business owners will be invited to participate in a survey asking them to provide information on why they located in downtown Lemon Grove and what are the benefits and challenges of doing business in the area. Example questions attached.
- ***Property Owner Survey (timeframe to be determined)***. After gathering initial input from pop-up events, workshops, and meetings with property owners, a survey may be developed in later stages of the planning process to test property owner interest in hypothetical development scenarios/development incentives. RICK will coordinate with City staff to determine if this may be an appropriate engagement tool after initial feedback has been collected.
- ***General Survey (soliciting input between July – September)***. The general public, business owners, and property owners will all be invited to participate in a brief survey that gauges interest in various concepts to implement in downtown. It will be a mix of narrative and visual preference questions. Example questions attached.

General Survey (will be used for Pop-Up Events + online) – Example Questions:

The City of Lemon Grove is updating its plans for Downtown and wants your input! Please take this brief 5-minute survey.

- (1) How many times do you visit downtown Lemon Grove? Please select one.
 - a. At least once a week
 - b. At least once a month
 - c. A few times a year
 - d. Never
- (2) When you visit downtown Lemon Grove, what do you do? Choose all that apply:
 - a. Shop
 - b. Eat
 - c. Use a bus route or the Trolley
 - d. Use a park, community center, or other civic facility
 - e. Other (please specify)
- (3) What types of businesses would you like to see in downtown (choose all that apply)?
 - a. Family Oriented (e.g., Restaurants and Entertainment uses)
 - b. Professional Offices (e.g., lawyers, Architects, Engineers, Service Professionals)
 - c. Restaurants, Entertainment and Hotels
 - d. Heavy Commercial and Industrial Uses (e.g., Auto Repair, Contractor's Offices, Manufacturing and Warehouses)

Attachment C

- e. Retail Shopping (e.g., Art Galleries, Clothing Stores, Book Stores, Hair Salons, Restaurants, etc.)
 - f. Education Institutions
 - g. Other (please specify)
- (4) What type of district, or concentration of similar businesses, would you most like to see in downtown?
Rank your interest (Interested/No Preference/Opposed)
- a. Art District
 - b. Historic District
 - c. Restaurant Row
 - d. Antique Row
 - e. Office/Business Park
 - f. Other (please specify)
- (5) Visual Preference: Which of the following housing types would you like to see in downtown? Choose all that apply:
- a. Stacked flat apartments/condos (three to five stories)
 - b. Townhomes/Rowhouses (two, three or four stories)
 - c. Live-Work Units (two, three or four stories)
 - d. With or without Ground floor Retail
 - e. Other (please specify)
- (6) Visual Preference: In your opinion, which of the following would do the most to improve walkability along Broadway?
- a. Slow traffic
 - b. Expand sidewalks
 - c. Streetscaping/Trees/Shade
 - d. Site amenities (benches, trash receptacles, bike racks, lighting, etc.)
 - e. Better Signage/Wayfinding
 - f. Other (please specify)
- (7) Would you like Design Guidelines to be included in the DSVPE and what should be included?
- a. Building Architecture
 - b. Landscaping
 - c. Siding Material and Color Restrictions
 - d. Open Space Requirements
 - e. Other (please specify)
- (8) What do you feel is the biggest deterrent to shopping in downtown Lemon Grove? Choose all that apply:
- a. Parking
 - b. Walkability
 - c. Perception of Crime and Criminal Activity
 - d. Business Choices
 - e. Other (please specify)
- (9) What do you feel are the biggest attractions in shopping downtown? Choose all that apply:
- a. Parking
 - b. Walkability
 - c. Business Choices
 - d. Access to Public Transportation
 - e. Access to Public Facilities (e.g. parks, city hall, schools)

- f. Other (please specify)
- (10) How would you like to be involved in the process to improve downtown Lemon Grove? Choose all that apply:
- a. Attend Community Workshops
 - b. Complete Online Surveys
 - c. Receive e-mail updates
 - d. Rather not be involved
 - e. Other (please specify)
- (11) Do you have general comments related to downtown Lemon Grove?

Business Survey (will be distributed door to door at businesses + online) – Example Questions:

The City of Lemon Grove is updating its plans for Downtown and wants your input! Please take this brief 5-minute survey.

- (1) What type of business do you own (auto repair, restaurant, retail, etc.)? Please select one.
- a. Retail Sales
 - b. Retail Service
 - c. Automobile Service
 - d. Restaurant
 - e. Liquor Store or Bar
 - f. Contractor's Office
 - g. Wholesaler, Manufacturer, Distribution, or Warehousing
 - h. Other (please specify)
- (2) Do you own or rent your business space?
- a. Rent
 - b. Own
- (3) What attracted you to do business in the City of Lemon Grove? Check all that apply.
- c. Competitive rents or property values
 - d. Associated/related businesses nearby
 - e. Lack of competitors
 - f. An existing customer base
 - g. A potential customer base
 - h. A physically desirable neighborhood
 - i. Proximity to Freeway
 - j. Proximity to Trolley
 - k. Other (please specify)
- (4) What are the challenges of doing business in Lemon Grove? Check all that apply.
- a. Limited foot traffic passing by my store
 - b. Limited vehicular traffic passing by my store
 - c. There is limited parking by my store
 - d. Downtown is perceived as a high crime area
 - e. Downtown has a physically unappealing environment
 - f. Other (please specify)

Attachment C

- (5) Do you have any input on possible improvements in the Downtown area that could be beneficial to your business? Check all that apply.
- a. Provide streetscape enhancements in the downtown area (e.g., street trees, wide walkways, benches, trash receptacles, etc.)
 - b. Establish a wayfinding/signage program that directs visitors to destinations within downtown
 - c. Provide a monument or gateway sign that brands the downtown
 - d. Building façade improvements
 - e. Other (please specify)
- (6) Would you contribute or support efforts towards improving the exterior appearance of your business and the surrounding business community?
- a. Yes (check all that apply):
 - i. Business Improvement District (pay low monthly fees and continued maintenance)
 - ii. One-time (pay for one-time improvements with higher one-time costs)
 - iii. Sales Tax increase
 - iv. Parking Meters
 - v. Other
 - b. No
- (7) What types of businesses would you like to see in downtown (choose all that apply)?
- a. Family Oriented (e.g., Restaurants and Entertainment uses like movie theatres and bowling alleys)
 - b. Professional (e.g., Corporate Offices and Service Professionals like Lawyers, Architects, Engineers,)
 - c. Heavy Commercial Uses (e.g., Major Auto Repair, Manufacturing with Retail, Contractor's Offices, and Warehousing with Retail)
 - d. Industrial Uses (e.g., Manufacturing, Distribution Facilities and Warehouses)
 - e. Retail Shopping (e.g., Art Galleries, Clothing Stores, and Book Stores)
 - f. Breweries and Brewpubs
 - g. Hotels
 - h. Educational Institutions
 - i. Other (please specify)
- (8) How would you like to be involved in the process to improve downtown Lemon Grove? Choose all that apply:
- a. Attend Community Workshops
 - b. Complete Online Surveys
 - c. Receive e-mail updates
 - d. Rather not be involved
 - e. Other (please specify)
- (9) Do you have general comments related to downtown Lemon Grove?

Part III: Pop-Up Events

In addition to public workshops, a total of five (5) Pop-Up Events, which are innovative, non-traditional strategies to engage traditionally under-represented communities, will be held to bring awareness and attention to the City's efforts to revitalize Downtown Lemon Grove and will solicit feedback via surveys. Circulate San Diego will host pop-up booths at key locations throughout the community to gather community input, engage residents in the planning process, and bring awareness to the DVSPE.

Up to 5 pop-up booths will be held over the course of the project, with a time span of up to 2-3 hours per event, potentially held on weekends at informal locations.

Examples of pop-up activities include:

1. Pop up at Lemon Grove Depot Trolley Station: Bring awareness to the DVSPE; conduct intercept surveys to determine accessibility and development needs for the Downtown; participants will also be provided with information about future meetings and project timeline.
2. What's Your Transportation Choice? Giant Scrabble Game at Firemen's Park or at the Lemon Grove Public Library, transportation related words get bonus points. Booth will be set up to provide residents with project updates, intercept survey, and educational materials.
3. Leave (Leaf) a Comment Tree or Box interactive activity where residents and stakeholders can write their vision for the future of Downtown Lemon Grove on a leaf and leave it behind for others to read while leaving their comments.

The overarching objective of these Pop-Up Events will be to gain community support for the DVSPE and gather meaningful input from a broader array of residents outside of the traditional workshop process. Other potential locations include the areas near the Golden Elementary School, Lemon Grove Middle School, City Events, and in front of the Home Depot located on Broadway.

Attachment C

Part IV: Noticing/Marketing Collateral

Project Website

The Project Team will provide content to post to a project-specific page on the City's website, including:

- On-going updates;
- Workshop announcements, materials, and summaries;
- Surveys; and
- Any reports for public review.

Graphics/Print Materials

The Project Team will develop graphics for print materials to distribute at pop-up events and other City gatherings that provide a brief summary about the DVSPE, provide ways for residents and businesses to get involved, and link to the project website.

Social Media

The Project Team will provide content for the City to post to its social media channels (i.e., Facebook and Twitter) to provide announcements regarding pop-up events and workshops.

All electronic and print materials will conform to the SANDAG Grant Communications Guidelines be distributed to SANDAG for review and comment in advance of circulation.

Part V: Public Workshops and Meetings

Three (3) public workshops will take place during plan development, including two (2) workshops for the general public and one (1) City Council workshop. All workshops will have childcare (to be coordinated through the City's Recreation Department) and Spanish language translation services (to be provided by RICK and Circulate San Diego).

Public Workshop #1

Timing: July or August (TBD Saturday, from 10:00am to 12:00pm)

Duration: 2 hours

Location: Lemon Grove Community Center, 3146 School Lane

Objectives:

- Provide background information on the project and relationship to the General Plan;
- Present key findings from the existing conditions and solicit community input to refine findings;
- Gauge community priorities for land use scenarios;
- Develop vision and goals for the downtown.

Format:

Project Introduction (15 minutes): A brief presentation from the Project Team will provide background of the DVSPE and the relationship to the General Plan and any future update, an overview of the existing vision and goals for the downtown, a summary of input that's been generated through the General Plan update by the Cal Poly San Luis Obispo students, a summary of key findings from the baseline report, and information on prospective land use opportunity areas identified by the project team.

Breakout Sessions (3 X 30 minute sessions; 1.5 hours total): The following 1.5 hours will consist of three 30-minute break-out sessions on the following topics:

- Land Use, Urban Design & Art
- Economic & Business Development
- Mobility and Transportation

Participants will each participate in the three stations. The Project Team will moderate 30-minute group discussions on each; a moderator and note-taker will rotate through each of the three stations, so that groups may stay in place.

Attachment C

Each breakout session will also have an accompanying handout with prompts for each topic and space for written comments to supplement the discussion. General comment cards also to be provided.

Closing Remarks and Next Steps (15 minutes): To close the workshop, moderators to report out key themes that emerged from the discussion. The Project Team will also share the next steps in the process and answer any questions.

To encourage participation and attendance at the workshop, healthy snacks will be sourced from a grocery store near the venue.

To provide adequate staffing and healthy snacks to the extent feasible, RSVPs will be solicited ahead of time using an online tool, such as Google Forms; an RSVP, however, will not be required for participation.

The workshop will remain open to all who choose to attend the day of.

Outreach/Advertising Procedures:

To encourage participation, the RICK team will commence advertising/noticing Workshop #1 to the public by conducting the following:

- **Pop-Up Events led by Circulate San Diego:** Circulate San Diego will work with City staff to secure venues & promotional materials for the following Pop-Up Events:
 - **Pop-Up Event #1: Friday, June 1 from 5:30PM-7PM**
 - Location: Lemon Grove Academy Student-Parent Open House Event (Coordinated with Lemon Grove School District). The event was well attended and staff passed out the flyers and obtained contact info to allow for direct notifications for the upcoming workshops and events. In total, 178 flyers were handed out and contact information from 41 people was collected.
 - “Street scrabble” and prize wheel activities encouraged participation.
 - **Pop-Up Event #2: Saturday, July (TBD) from 11AM-1PM**
 - Location: At the Main Street Promenade
 - Activity: 5 minute survey* (with a brief project introduction) + “street scrabble” activity; Circulate San Diego will pass out flyers advertising the workshop.
 - **Pop-Up Event #3: Concerts in the Park (Time TBD)**
 - Location: Berry Street Park
 - Activity: 5 minute survey* (with a brief project introduction) + booth activity and giveaways; Circulate San Diego will pass out flyers advertising the workshop.
- **Door-to-Door Canvassing Along Broadway:** Prior to Workshop 1, RICK and Circulate San Diego staff will hand out flyers and information on how to access and take a business specific survey.
- **Direct Mailings to Property Owners:** Notices describing the DVSPE and details for getting involved (e.g., overall project timeline, link to surveys, information re: Workshop #1, individual meetings,

etc.) will be directly mailed to an estimated 537 property owners.

- **General Notices:**

- 10 day public notice in the East County Californian
- Social Media
- Media Advisory
- Email listserve Notifications
- City Calendar
- City webpage and newsflash
- Banner on top of City homepage
- Newsletter Article

- **Specific Notifications:**

- Heartland Fire
- City of La Mesa
- San Diego Sheriff
- East County Chamber of Commerce
- County of San Diego
- Hitzke Development
- Community Health Improvement Partners- CHIP
- Lemon Grove Historical Society
- City of San Diego
- Lemon Grove School District
- SANDAG
- Saint John's Parish
- Esgil
- EDCO Disposal
- Helix
- MTS
- CLG employees
- Caltrans
- San Diego Air Pollution Control District
- City of Lemon Grove Library
- Soroptimist
- Safe Routes To School Email List (22)-

How Workshop #1 Input Will Be Used:

The input gathered from Workshop #1 will be used to make any necessary refinements to the baseline report and direct the development of the vision, goals, policies, and conceptual land uses for the DVSPE.

Attachment C

Public Workshop #2

Timing: September or October 2016

Duration: 2 hours

Location: Tentatively Citronica Community Center, 7775 North Avenue

Objectives:

- Provide a status update on the DVSP update;
- Present land use concepts for public review and feedback;
- Identify Development Project Product Types and Amenities;
- Examine Potential Public Projects for Stimulating Investment; and
- Identify Catalyst Projects for the Downtown.

Format:

The first 30 minutes of Workshop #2 will be structured as a presentation from the Project Team that provides an update on the status of the DVSP update and walks participants through proposed land use concepts.

The following one hour will consist of walking tours of various portions of the DVSP study area. Due to the size of the study area, the Project Team will identify focused routes for participants to choose from based on their personal interest, such as the Broadway Corridor or Lemon Grove Avenue. Participants will be divided into groups of 5-8 individuals led by a member of the Project Team. Participants will have packets to document observations and provide written feedback on concepts proposed for areas within the DVSP. Each tour will also have an accompanying handout with prompts for each topic and space for written comments to supplement the discussion. General comment cards also to be provided.

The last 30 minutes will be structured for tour leaders from the Project Team to report out themes that emerged from touring the DVSP study area. The Project Team will also share the next steps in the process and answer any questions.

To encourage participation and attendance at the workshop, healthy snacks will be sourced from a grocery store near the venue.

To provide adequate staffing and healthy snacks to the extent feasible, RSVPs will be solicited ahead of time using an online tool, such as Google Forms; an RSVP, however, will not be required for participation. The workshop will remain open to all who choose to attend the day of.

Outreach/Advertising Procedures:

- Circulate San Diego will conduct two pop-up events at locations to be determined prior to Workshop #2.
- The outreach/advertising procedures will generally follow those used for Workshop #1 and include Workshop # 1 attendees.

How Workshop #2 Input Will Be Used:

The input gathered from Workshop #2 will be used to refine the vision, goals, policies, and conceptual land uses for the DVSPE.

City Council Workshop

Timing: December 2016 or January 2017

Duration: 1.5 hours

Location: Lemon Grove Community Center, 3146 School Lane

Format:

The first 30 minutes of the City Council Workshop will be structured as a presentation that provides an overview of the baseline analysis, public outreach and the proposed vision, goals, policies, and conceptual land use alternatives for the DVSPE. Findings from the draft environmental document, assumed to be a Mitigated Negative Declaration (MND), will also be reviewed along with any proposed mitigation measures.

The following hour will be used to solicit questions and comments from the City Council. The Project Team will close with next steps.

Outreach/Advertising Procedures:

- Noticing for the City Council Workshop will follow the requirements for the Brown Act.
- The outreach/advertising procedures will generally follow those used for Workshop # 2 and include notification to attendees of Workshop # 2.

How City Council Workshop Input Will Be Used:

The input gathered from the City Council Workshop will be used to prepare a draft DVSPE and associated MND for public review.

Attachment C

City Council Public Hearing

Timing: June to July 2017

Duration: 1 hour

Location: Lemon Grove Community Center, 3146 School Lane

Format:

The Project Team will provide a presentation on the draft DVSPE and associated MND. The Public Hearing will follow to accept public comment and testimony, pursuant to the standards set forth in the Government Code.

Outreach/Advertising Procedures:

Noticing for the City Council Public Hearing will follow the requirements for the Brown Act.

The outreach/advertising procedures will generally follow those used for the City Council workshop and include a notice in the East County Californian.

How City Council Public Hearing Input Will Be Used:

Input will culminate in the adoption of the draft final DVSPE and associated MND.